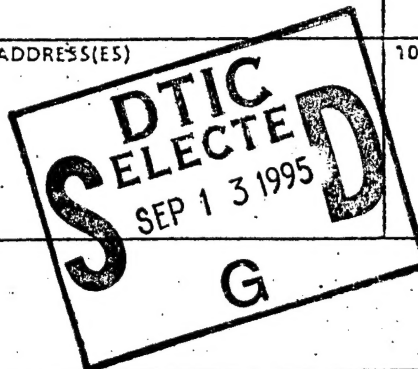


REPORT DOCUMENTATION PAGE

OMB No. 0704-0188

Public reporting burden for this collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302, and to the Office of Management and Budget, Paperwork Reduction Project (0704-0188), Washington, DC 20503.

1. AGENCY USE ONLY (Leave blank)	2. REPORT DATE n/a	3. REPORT TYPE AND DATES COVERED	
4. TITLE AND SUBTITLE "Green" Initiatives in the Civilian Lodging Industry Adapted for Use by U.S. Air Force Lodging Operations		5. FUNDING NUMBERS	
6. AUTHOR(S) Kathleen E. Weatherspoon		8. PERFORMING ORGANIZATION REPORT NUMBER AFIT/CI/CIA 95-053 D-053	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) AFIT Students Attending: Houston University		10. SPONSORING/MONITORING AGENCY REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES) DEPARTMENT OF THE AIR FORCE AFIT/CI 2950 P STREET, BDLG 125 WRIGHT-PATTERSON AFB OH 45433-7765		11. SUPPLEMENTARY NOTES	
12a. DISTRIBUTION/AVAILABILITY STATEMENT Approved for Public Release IAW AFR 190-1 Distribution Unlimited BRIAN D. GAUTHIER, MSgt, USAF Chief Administration		12b. DISTRIBUTION CODE	
13. ABSTRACT (Maximum 200 words)			
14. SUBJECT TERMS		15. NUMBER OF PAGES Abstract/References 16. PRICE CODE	
17. SECURITY CLASSIFICATION OF REPORT	18. SECURITY CLASSIFICATION OF THIS PAGE	19. SECURITY CLASSIFICATION OF ABSTRACT	20. LIMITATION OF ABSTRACT



REPLY TO

ATTN OF: Capt Weatherspoon
4444 Cullen Blvd #106
Houston, TX 77004

14 Jul 95

SUBJECT: Research Report Abstract

TO: AFIT/CIR (Maj Dietrich)

1. IAW AFITI 36-105, Civilian Institute Programs, paragraph 7.7, I am submitting the title page (amended to include the information required), the abstract and complete list of references including personal communication contacts (Atch 1) for my research report.

2. If you have any questions or require additional information, I can be contacted at COMM (713) 748-5462 or via e-mail at ST5FX@JETSON.UH.EDU.

Kathleen E. Weatherspoon

KATHLEEN E. WEATHERSPOON, Capt, USAF
AFIT Student
Conrad N. Hilton College, University of Houston

1 Atch
Title page, abstract and
references

Accession For	
NTIS	CRA&I <input checked="" type="checkbox"/>
DTIC	TAB <input type="checkbox"/>
Unannounced	<input type="checkbox"/>
Justification	
By	
Distribution /	
Availability Codes	
Dist	Avail and/or Special
A-1	

19950912 010

**"Green" Initiatives in the Civilian Lodging Industry
Adapted for Use by U.S. Air Force Lodging Operations**

A Professional Paper Presented to the
Faculty of the Conrad N. Hilton College of
Hotel and Restaurant Management
University of Houston

In Partial Fulfillment
of the Requirements for the Degree

Master of Hospitality Management

Kathleen E. Weatherspoon, Capt, USAF

1995

No. of pages: 91

"Green" Initiatives in the Civilian Lodging Industry Adapted for Use by U.S. Air Force Lodging Operations. August 1995. Kathleen E. Weatherspoon, B.A., Adrian College. Graduate Advisor: Dr. Agnes Lee DeFranco

Abstract

The hospitality industry has never been considered a major proponent of environmental consciousness. For the lodging industry, the very nature of the services provided produce vast amounts of solid waste while using astronomical resources during day to day operations. However, an increasing awareness about the importance of environmental conservation has occurred on a global scale. Factors including increased legislation and changing consumer attitudes have prompted many in the lodging industry to pursue "environmentally friendly" practices. This study reviewed the literature concerning society's increasing environmental awareness, the concept of sustainable development, and the greening of the United States Air Force and the lodging industry. Recognized lodging green leaders were also personally contacted to gather pertinent information.

Air Force lodging operations are patterned after lodging industry standards. With the increasing emphasis on the environment across American society, including emphasis within the Air Force, it was determined a study of civilian lodging green initiatives could benefit Air Force lodging operations. The study focused specifically on the areas of energy conservation, solid waste minimization, and water conservation. From the information gathered, utilizing the knowledge and experiences of successful green lodging initiatives, the GO GREEN program was developed. GO GREEN is a set of guiding principles developed to ensure successful development, implementation and maintenance of new green initiatives or expansion of existing green programs. To accompany GO GREEN, a series of checklists adapting civilian lodging initiatives for use by Air Force lodging operations was created. These checklists function as a basic environmental audit to assess the environmental friendliness of Air Force lodging operations.

Style guide used: Publication Manual of the American Psychological Association (4th ed.). (1994).

References

- American Hotel & Motel Association. (1994a, November). Liquid soap dispenses conservation and profits. Risk Management Bulletin, 1-4.
- American Hotel & Motel Association. (1994b). Recycling and source reduction for the lodging industry. Washington, DC: AH & MA.
- AH & MA environmental quality achievement award submission by the Stouffer Renaissance Cottonwood Resort. (1994). pp. 1-3.
- AH & MA environmental quality achievement award submission by the Willard Inter-Continental Hotel. (1994). pp. 1-4.
- Albright, R. (1994). 21 ways to save energy. Mother Earth News, 143, 60-61.
- Alexander, B. (1994, October 2). Luxury hotels save money by being kind to the environment. San Francisco Examiner, p. T-14.
- Anderson, E. R. (1992). Going green: The corporate push for environmental consciousness. Business Credit, 94(1), 14-17.
- Auer, J. (1994). Everyday linen savings. Lodging, 19(6), 66.
- Bakke, T. O. (1994). Water savers. Home Mechanix, 90(784), 62-65.
- Bruns, R. (1993). The environmental frontline. Lodging, 19(3), 79-84.
- Cairncross, F. (1992). Costing the earth: The challenge for governments, the opportunities for business. Boston, MA: Harvard Business School Press.
- Carter, R. (1994). Trickle-down economy. Sierra, 79(5), 18-19.
- Chapman, S. (1995a). Prescription for chemical use. Air Force Magazine, 78(6), 16.
- Chapman, S. (1995b). Seymour Johnson is recycling winner. Air Force Magazine, 78(6), 16.
- Claridge, D. E., Haberl, J. S., Turner, W. D., & O'Neal, D. (1994). Energy retrofits can cut use and costs. Mechanical Engineering, 116(8), 64-67.
- Cooper, G. (1994). Serious reservations. Audubon Activist, 8(9), 8.

Cummings, L. E. (1992). Hospitality solid waste minimization: A global frame. International Journal of Hospitality Management, 11(3), 255-267.

Cutting energy consumption. (1993). Environmental Manager, 4(6), 6.

Dale, J. C. & Kluga, T. (1992). Conservation: More than a good idea. The Cornell H.R.A. Quarterly, 33(6), 30-35.

Dawson, B. (1994, November 16). Recycling glut turns into a waste shortage. The Houston Chronicle, p. A23.

Dempsey, M. (1993). Hotelier converts trash to treasure. Hotel & Motel Management, 208(15), 27, 33.

Denton, D. K. (1994). Enviro-management: How smart companies turn environmental costs into profits. Englewood Cliffs, NJ: Prentice Hall.

Environmental concern makes business sense. (1992). Travel Industry Monitor, 29, 2-3.

Evers, S. (1994). The green air force. Air Force Magazine, 77(9), 74-77.

Glanzrock, P. (1995). Green hotels cut waste and woo guests. Facilities Design & Management, 14(1), 33.

Harrison, E. B. (1993). Going green: How to communicate your company's environmental commitment. Homewood, IL: Business One Irwin.

Hasek, G. (1991). Hotels keep watch on waste. Resource Recycling, 10(1), 56-60.

Hasek, G. (1994). Waste-removal remedies. Hotel & Motel Management, 208(19), 89-90.

Haupric, J. & Kluga, T. (1994). Programming energy. Lodging, 20(3), 147-148.

Hayward, P. (1994). Disney does the environment. Lodging, 19(7), 46-48, 50-51, 58.

Houston Lighting & Power. (1994, October 16). New appliances are energy-smart. The Houston Post, pp. N-6, N-7.

Houston Lighting & Power. (1995, May). Miniblinds are big energy savers. Lightlines, 1-2.

International Hotel Association. (1993). Give your hotel an environmental checkup. Hotels, 27(10), 59-60.

International Hotel Association. (1994). Earthworms, noiseless flush toilets and other environmental ideas. Hotels, 28(10), 59-60.

Iwanowski, K. & Rushmore, C. (1994). Introducing the eco-friendly hotel. The Cornell Hotel & Restaurant Administration Quarterly, 35(1), 34-38.

Jesitus, J. (1992a). Green business is now everybody's business. Hotel & Motel Management, 207(19), 133-134.

Jesitus, J. (1992b). Parched properties install water savers. Hotel & Motel Management, 207(10), 45-46.

Jordan, B. (1995). Picture this: File photos are removed. Air Force Times, 55(45), 10.

Keep America Beautiful, Inc. (1992). Recycling realities: Facts, myths and choices. Stamford, CT: Author.

Linowes, D. F. (1972). The corporate conscious. New York, NY: Hawthorn Books, Inc.

MacEachern, D. (1990). Save our planet: 750 everyday ways you can help clean up the earth. New York, NY: Dell Publishing.

McDowell, E. (1992, August 8). Saving by recycling: The greening of the grand hotel. The New York Times, [Late Edition], p. A37.

Makower, J. (1994a). "Eco" is in with the inn crowd. E: The Environmental Magazine, V(5), 42-43.

Makower, J. (1994b, March 13). Hospitality industry rolls out green carpet. The Houston Chronicle, p. L-13.

May, C. T. (1994). LED exit-sign retrofits save energy, money. Hotel & Motel Management, 209(19), 136.

Middleton, V. & Hawkins, R. (1993). Practical environmental policies in travel and tourism—part 1: The hotel sector. Travel & Tourism Analyst, 6, 63-76.

Office of Technology Assessment. (1989). Facing America's trash: What next for municipal solid waste? Washington, DC: Congress of the United States.

Porter, A. (1993). People to watch. Lodging, 18(11), 17.

Pro-Act. (1994, August). Initiative: Recycling program. Pollution Prevention Success Story, 1-3.

Pro-Act. (1995, April). Composting: A winning solution. Fact Sheet, 1-6.

Riggle, D. (1992). Resorting to recycling: Hotels join the parade. BioCycle, 33(10), 37-39.

Riggle, D. (1993). Air force targets 50 percent diversion. BioCycle, 34(11), 30-33.

Rockland, D. (1993). The environment and your customer. Ski Area Management, 32(4), 51.

Rowe, M. (1991). Taming the energy beast. Lodging Hospitality, 47(6), 54.

Russell, D. F. & Woodcock, C. P. N. (1992). What will water rates be like in the 1990s? Journal American Water Works Association, 84(9), 68-72.

Sale, K. (1993). The green revolution. New York, NY: Hill and Wang.

Saunders, T. & McGovern, L. (1993). The bottom line of green is black. San Francisco, CA: Harper.

Shanklin, C. (1993). Ecology age: Implications for the hospitality and tourism industry. Hospitality Research Journal, 17(1), 219-229.

Shaw, R. (1990). AH & MA gives stats on surveyed hotels' water consumption. Hotel & Motel Management, 205(19), B-2, B-28.

Shaw, R. (1993). Turning off water waste. Hotel & Motel Management, 208(6), 17-18.

Siems, S. (1994, May 20). Boston hotels lead 'green' push. The Christian Science Monitor, p. 8.

Six smart ways to save energy. (1995). Good Housekeeping, 220(1), 46.

Survey reveals concern about environmental issues. (1993). Executive Housekeeper Today, 14(4), 11.

Tefft, M. (1994). The green room. Hotelier, 6(2), 24-26.

Texas Parks and Wildlife Department. (n.d.) Information posted at Enchanted Rock State Natural Area, Fredricksburg, Texas.

The EarthWorks Group. (1989). 50 simple things you can do to save the earth. Berkeley, CA: Earthworks Press, Inc.

The EarthWorks Group. (1991). 50 simple things your business can do to save the earth. Berkeley, CA: Earthworks Press, Inc.

The Green Group. (1992). 101 ways to save money and save our planet. New Orleans, LA: Paper Chase Press.

The hotel of the future? (1994, May). Conde Nast Traveler, 158-161, 202-206.

Vincoli, J. W. (1993). Basic guide to environmental compliance. New York, NY: Van Nostrand Reinhold.

Walley, N. & Whitehead, B. (1994). It's not easy being green. Harvard Business Review, 72(3), 46-50, 52.

Watkins, E. (1994). Do guests want green hotels? Lodging Hospitality, 50(4), 70-72.

Watkins, S. (1995). Warner Robins lauded. Air Force Times, 55(30), 24.

Wheatley, M. (1993). Green Business: Making it work for your company. London, England: Pitman Publishing.

Widnall, S. E. (1994). Your bases will be cleaner, greener. Air Force Times, 55(12), 38.

Wight, P. (1993). Ecotourism: Ethics or eco-sell? Journal of Travel Research, 31(3), 3-9.

Wolff, C. (1994). Living with the new amenity. Lodging Hospitality, 50(4), 65-66, 68.

Personal Communication Contacts

Marilyn Arnold
Technical Analyst for EPA Water
Alliances for Voluntary Efficiency
(WAVE)
Pequod Associates, Inc.
17993 Cowan, Suite B
Irvine, California 92714

Ann Checkley, Director of
Communications & Environmental
Affairs
Canadian Pacific Hotels & Resorts
One University Avenue, Suite 1400
Toronto, Ontario, Canada M5J 2P1

Patricia Griffin
President, "Green" Hotels
Association
P.O. Box 420212
Houston, Texas 77242-0212

Kirk Iwanowski
Vice President, HVS Eco Services
372 Willis Avenue
Mineola, New York 11501

Elizabeth A. Kay
Vice President, Eco-Logical
Solutions, Inc.
64 Arlington Street, Suite 314
Boston, Massachusetts 02116

C.E. Sowards, Jr.
PRO-ACT Program Manager
HQ AFCEE
Pollution Prevention Directorate
8106 Chennault Rd., Building 1161
Brooks AFB, Texas 78235-5318

Micki Wilcox
Technical Analyst for EPA Green
Lights Program
ICF Consulting Group
9300 Lee Highway
Fairfax, Virginia 22031-1207

American Hotel & Motel Association
Environmental Committee
1201 New York Ave. NW, Suite 600
Washington, DC 20005-3931

The Buy Recycled Business Alliance
National Recycling Coalition
1101 30th Street NW, Suite 305
Washington, DC 20007

WasteWi\$e (EPA Solid Waste
Program)
U.S. Environmental Protection
Agency
401 M Street, SW (5306)
Washington, DC 20460